

QUARTERLY PROGRESS REPORT OF EXPORT PROMOTION PROGRAM
AT MISSIONS ABROAD FOR FISCAL YEAR 89
FORECAST OF KEY ACTIVITIES AND ANTICIPATED RESULTS STATED IN MISSION'S ANNUAL PLAN

POST :605-DETROIT

SECTOR :001-AGRI & FOOD PRODUCTS & SERVICE
UNITED STATES OF AMERICA

PLANNING: ACTIVITIES PROPOSED IN POST PLAN: ANTICIPATED RESULTS:

SUB-SECTOR:ALL SUB-SECTORS

SOLO FOOD SHOW - DETROIT
INTRODUCE CDN SUPPLIERS TO DISTRIBUTORS, WHOLESALERS AND

BROKERS AND FOOD STORES IN TERRITORY.

WINE PROMO AT ANNUAL ASSOC FOOD DEALERS ASSOC BROKERS, HOTEL
3 NEW WINE PRODUCTS INTRODUCED INTO TERRITORY.

7 INFORMAL PRES OF FOOD PROD TO AGENTS IN DETR W/SIMILAR PRO
INCREASED PROFILE OF PROCESSED FOODS AND ENTRY OF 8 NEW

PRODUCTS.

SOLO FOOD SHOW - INDIANAPOLIS
INTRODUCE CDN SUPPLIERS TO ASSOCIATED DEALERS IN

INDIANAPOLIS.

TRACKING: ACTIVITIES UNDERTAKEN IN QUARTER: QUARTERLY RESULTS REPORTED:

QUARTER: 1 Visited National Restaurant Association Show in
Chicago and assisted with National Stand.

Made contact with 25 Canadian companies, recruiting for Great Lakes Michigan Show and had opportunity to gather market intelligence

QUARTER: 2 Wong Wing Foods of Montreal, Quebec held luncheon at Consulate General for selected buyers.

Introduction Wong Wing to Farmer Jack's, A & P Supermarkets Buyers. Potential distribution to 170 plus stores in state of Michigan.

QUARTER: 3 Recruited & organized national stand at the Michigan & Great Lakes Food Service Show, Lansing, Michigan, October 15-16, 1989.

-11 Cdn cos fielded 300 plus serious inquiries.
-A possible six agents were appointed
-Estimate on-site sales of \$100,000
-National Stand won Best Booth competition.

QUARTER: 4 18 Canadian companies participated in a Taste of Canada Wine Promotion in Dearborn, Michigan.

400 visitors attended Tasting with on-site sales of \$1,000.00 and three agency agreements pending.